

CLAIMS

What is claimed is:

1. A device for managing text messages sent by an advertiser to mobile subscribers, comprising:

an advertiser interface module for receiving from the advertiser content of a text message and at least one criterion; and

a database management module in communication with the advertiser interface module for interrogating a database to determine the mobile subscribers that satisfy the criterion.

2. The device of claim 1, further comprising a cost calculator module in communication with the advertiser interface module for calculating a cost of transmitting the text message to each of the mobile subscribers that satisfy the criterion.

3. The device of claim 1, further comprising a text filter module in communication with the advertiser interface module for filtering the content of the text message for predetermined character strings.

4. The device of claim 1, further comprising:
a cost calculator module in communication with the advertiser interface module for calculating a cost of transmitting the text message to each of the mobile subscribers that satisfy the criterion; and

a text filter module in communication with the advertiser interface module for filtering the content of the text message for predetermined character strings.

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5. The device of claim 4, further comprising a mobile subscriber interface module in communication with the database management module.

6. The device of claim 1, wherein the advertiser interface module is further for receiving from the advertiser a time at which the text message is to be transmitted to the mobile subscribers that satisfy the criterion.

7. The device of claim 1, wherein the text message is short message system message.

8. A method for managing text messages to be sent from an advertiser to mobile subscribers, comprising:

receiving content of a text message from the advertiser;

receiving from the advertiser at least one criterion for the mobile subscribers;

determining the mobile subscribers that satisfy the criterion; and

sending the text message to each of the mobile subscribers that satisfy the criterion.

9. The method of claim 8, further comprising receiving from the advertiser a time at which the text message is to sent, and wherein sending the text message includes sending the text message at the time specified by the advertiser.

10. The method of claim 8, further comprising filtering the text message for predetermined character strings prior to sending the text message.

11. The method of claim 8, further comprising calculating a cost of sending the text message to each of the mobile subscribers that satisfy the criterion.

12. The method of claim 8, further comprising receiving authorization from the advertiser after calculating the cost and before sending the text message.

13. The method of claim 8, further comprising charging the advertiser for sending the text message to each of the mobile subscribers that satisfy the criterion.

14. The method of claim 13, further comprising charging the advertiser a subscription fee.

15. The method of claim 8, further comprising charging the mobile subscribers a reduced wireless service subscription rate for permission to send text messages from the advertiser to the mobile subscribers.

16. The method of claim 8, further comprising receiving an input from at least one mobile subscriber relative to the criterion.

17. A system for transmitting a text message from an advertiser to mobile subscribers, comprising:

a database for storing information regarding the mobile subscriber;

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an advertiser manager platform in communication with the database; and
a short messaging system center in communication with the advertiser manager platform.

18. The system of claim 17, wherein the advertiser manager platform is for:
receiving from the advertiser content of the text message and at least one criterion for the
mobile subscribers; and
interrogating the database to determine each of the mobile subscribers that satisfy the
criterion.

19. The system of claim 18, wherein the advertiser manager platform is further for:
calculating a cost of transmitting the text message to each of the mobile subscribers that
satisfy the criterion; and
filtering the content of the text message for predetermined character strings.

20. The system of claim 17, wherein the advertiser manager platform includes:
an advertiser interface module; and
a database management module in communication with the advertiser interface module.

21. The system of claim 20, wherein the advertiser manager platform includes:
a cost calculation module in communication with the advertiser interface module; and
a text filter module in communication with the advertiser interface module.

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22. The system of claim 21, wherein the advertiser manager platform further includes a mobile subscriber interface module in communication with the database management module.

23. A device for managing text messages sent by an advertiser to mobile subscribers, comprising:

first programmable means for receiving from the advertiser content of a text message and at least one criterion; and

second programmable means for interrogating a database to determine the mobile subscribers that satisfy the criterion.

24. The device of claim 23, further comprising third programmable means for calculating a cost of transmitting the text message to each of the mobile subscribers that satisfy the criterion.

25. The device of claim 23, further comprising fourth programmable means for filtering the content of the text message for predetermined character strings.

26. The device of claim 23, further comprising:
third programmable means for calculating a cost of transmitting the text message to each of the mobile subscribers that satisfy the criterion; and

fourth programmable means for filtering the content of the text message for predetermined character strings.

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27. The device of claim 26, further comprising five programmable means for receiving an input from at least one mobile subscriber relative to the criterion.

28. The device of claim 23, wherein the first programmable is further for receiving from the advertiser a time at which the text message is to be transmitted to the mobile subscribers that satisfy the criterion.

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